



### Site Summary



## Bull Inn LL758LJ

LL758LJ

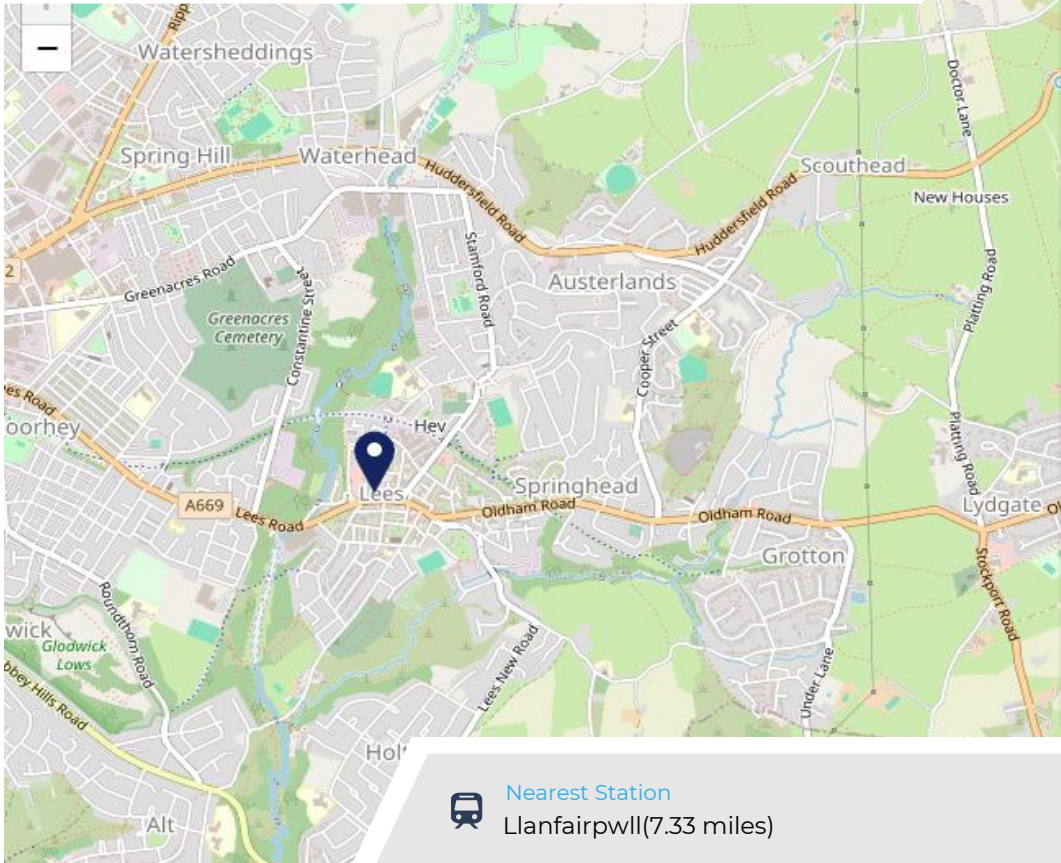
Punch T&L

**Work Area**  
Bangor and Holyhead

**Region**  
Wales

**TV Region**  
HarWest

**Urbanicity**  
Rural village



ATV  
**£26.33**



Gender  
**53.03%**  
Male



Affluence  
**56.51%**  
Middle Income



Segmentation  
**22.49%**  
Paying The Mortgage



Age Group  
**18.23%**  
35 to 44



Visit Day  
**42.51%**  
Sun

### Top Competitors



Ship Inn  
LL758RJ

**#1**

Pub Restaurant



Benllech  
LL748SW

**#2**

Pub / Bar



Breeze Hill Hotel  
LL748TN

**#3**

Pub Restaurant

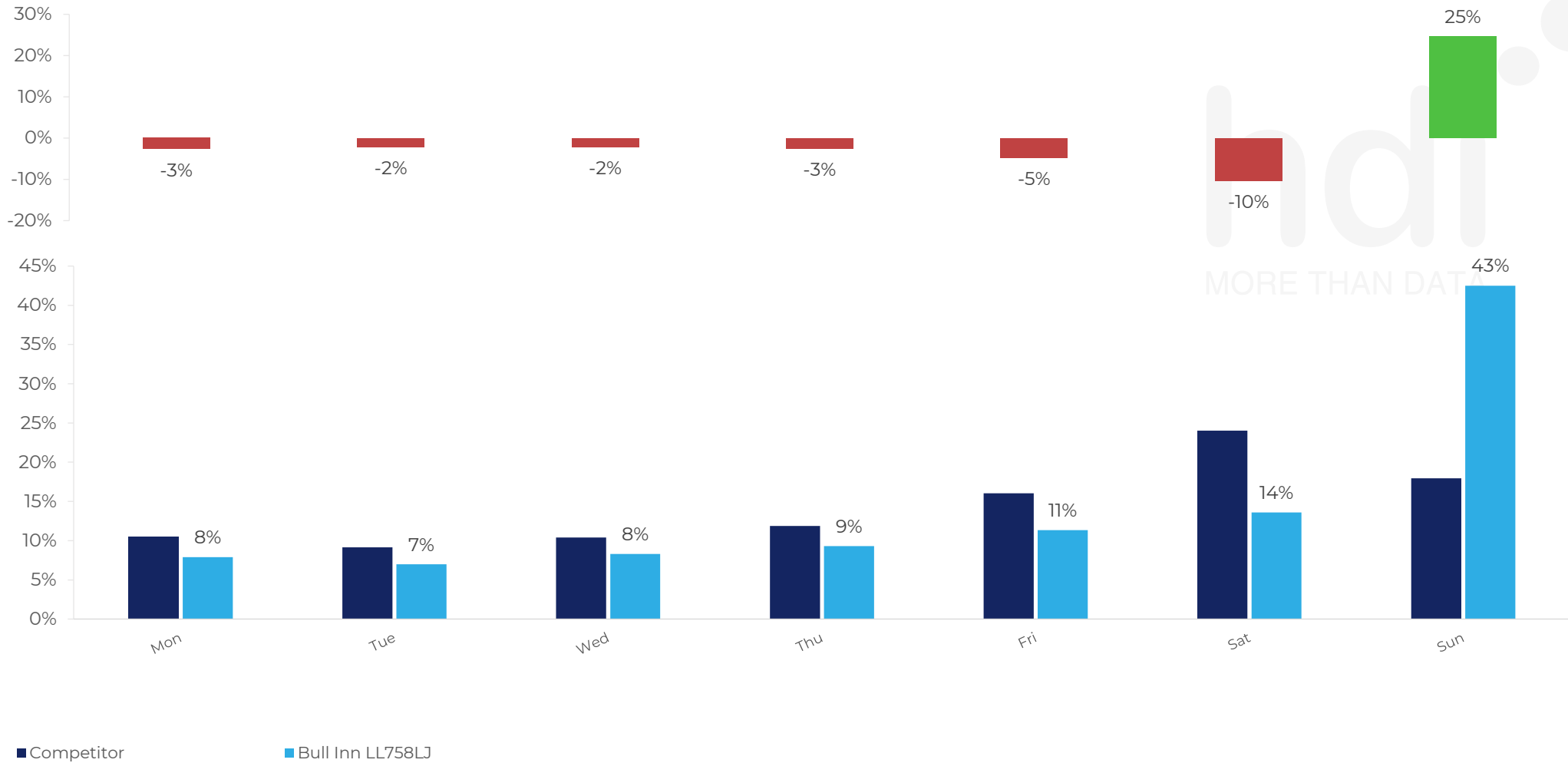


**Nearest Station**  
Llanfairpwll(7.33 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Bull Inn LL758LJ versus its competitors?

% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Day of Week

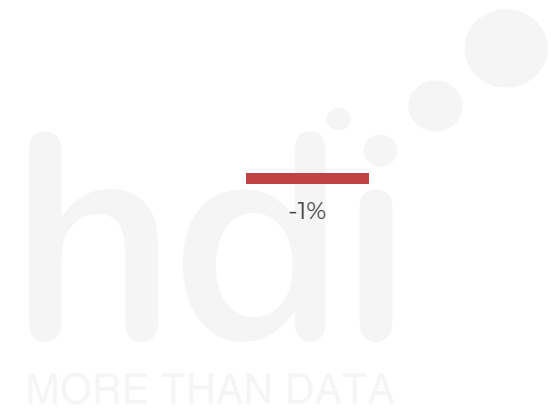
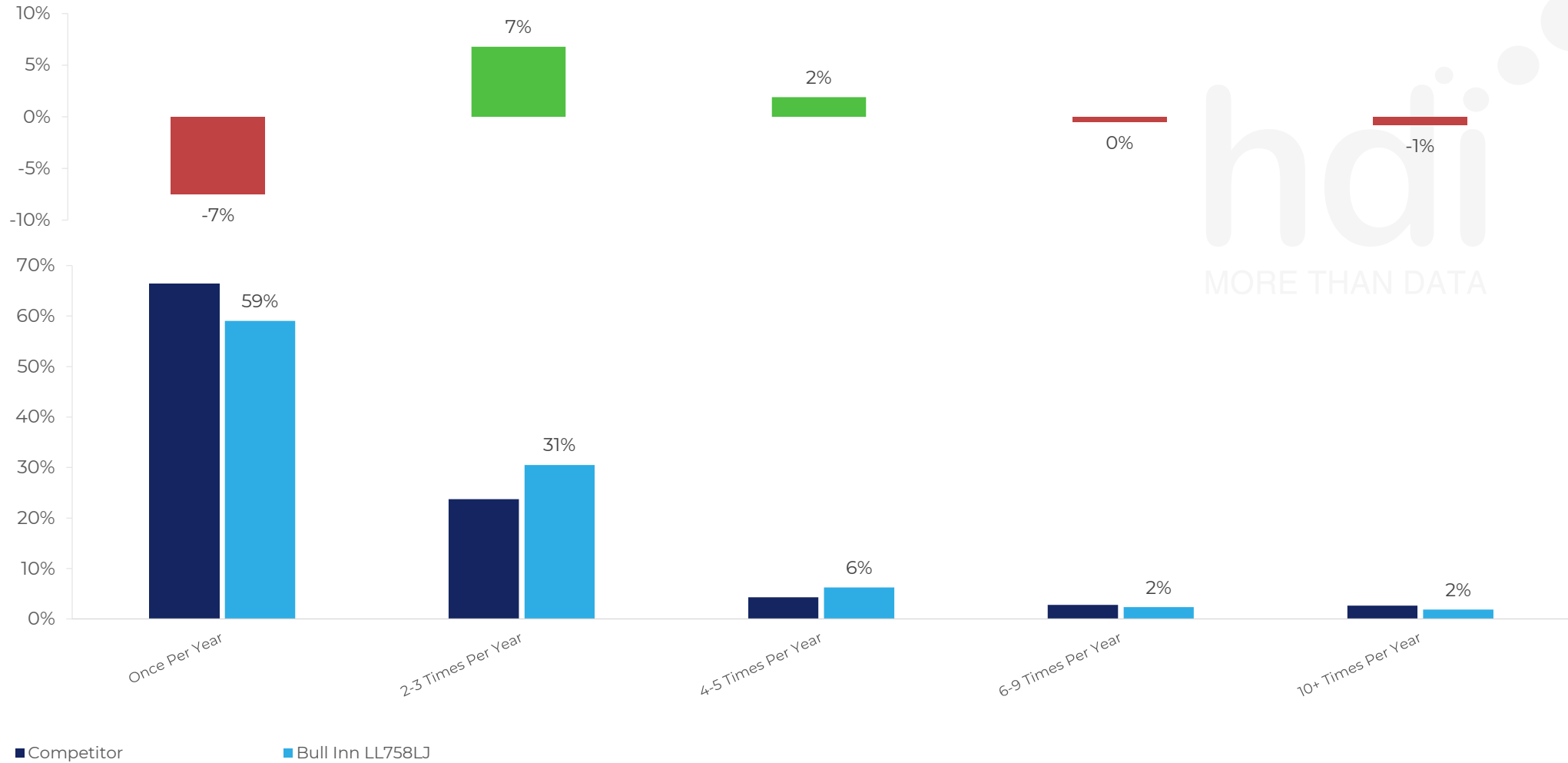




Visit Frequency

How frequently per year do customers visit Bull Inn LL758LJ versus its competitors?

% of customer numbers for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 and the number of visits made Per Annum

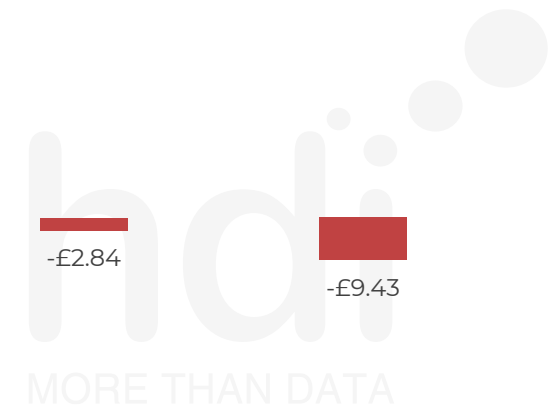
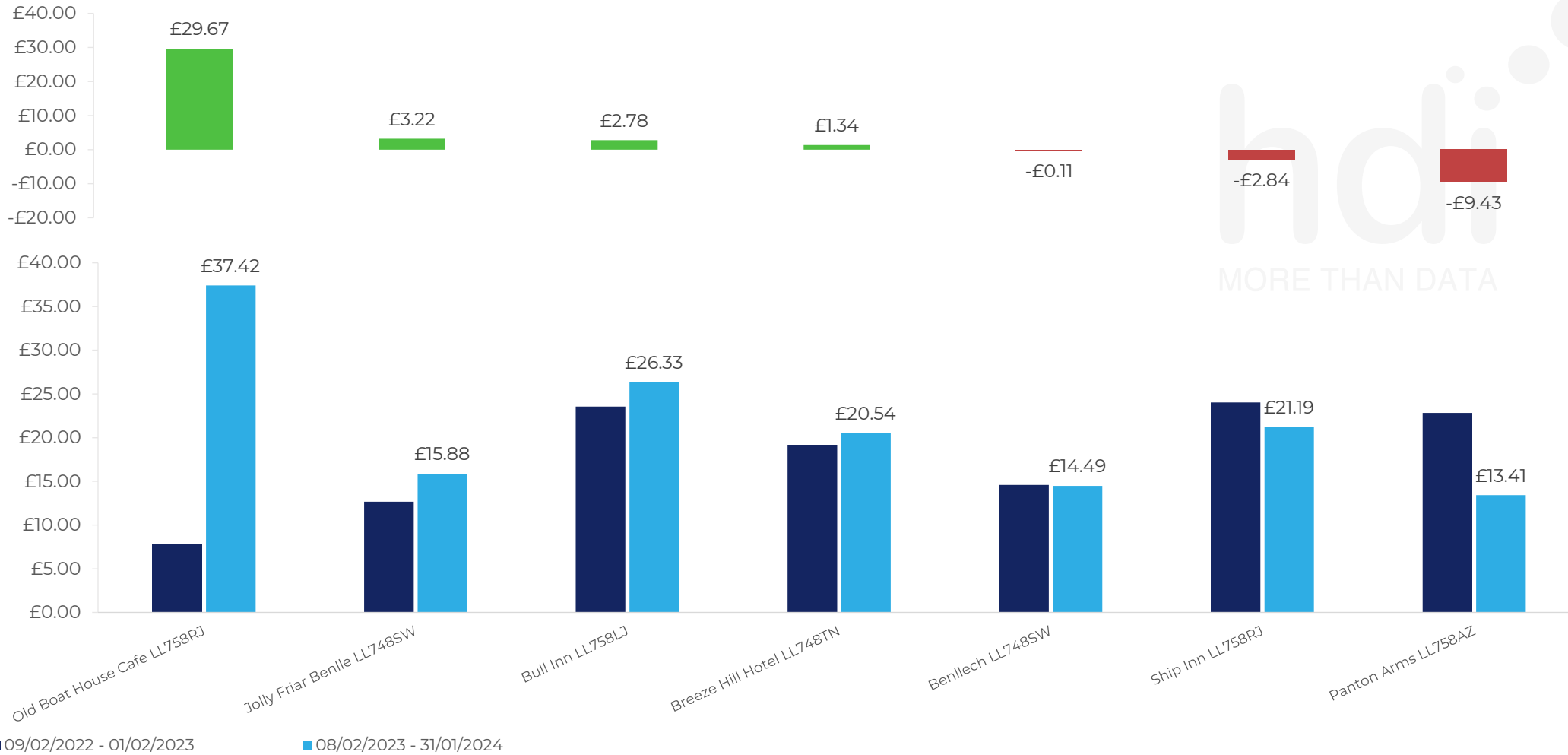


■ Competitor

■ Bull Inn LL758LJ

ATV Change

How has ATV changed between two date ranges?

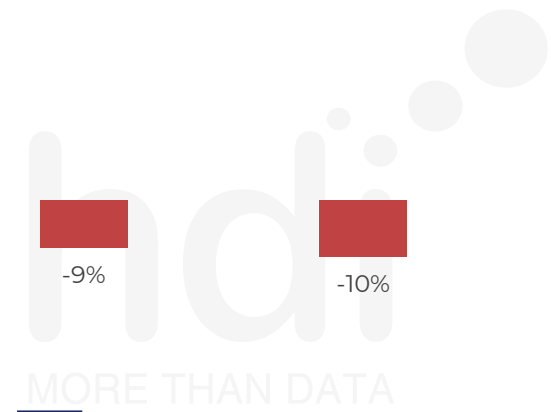
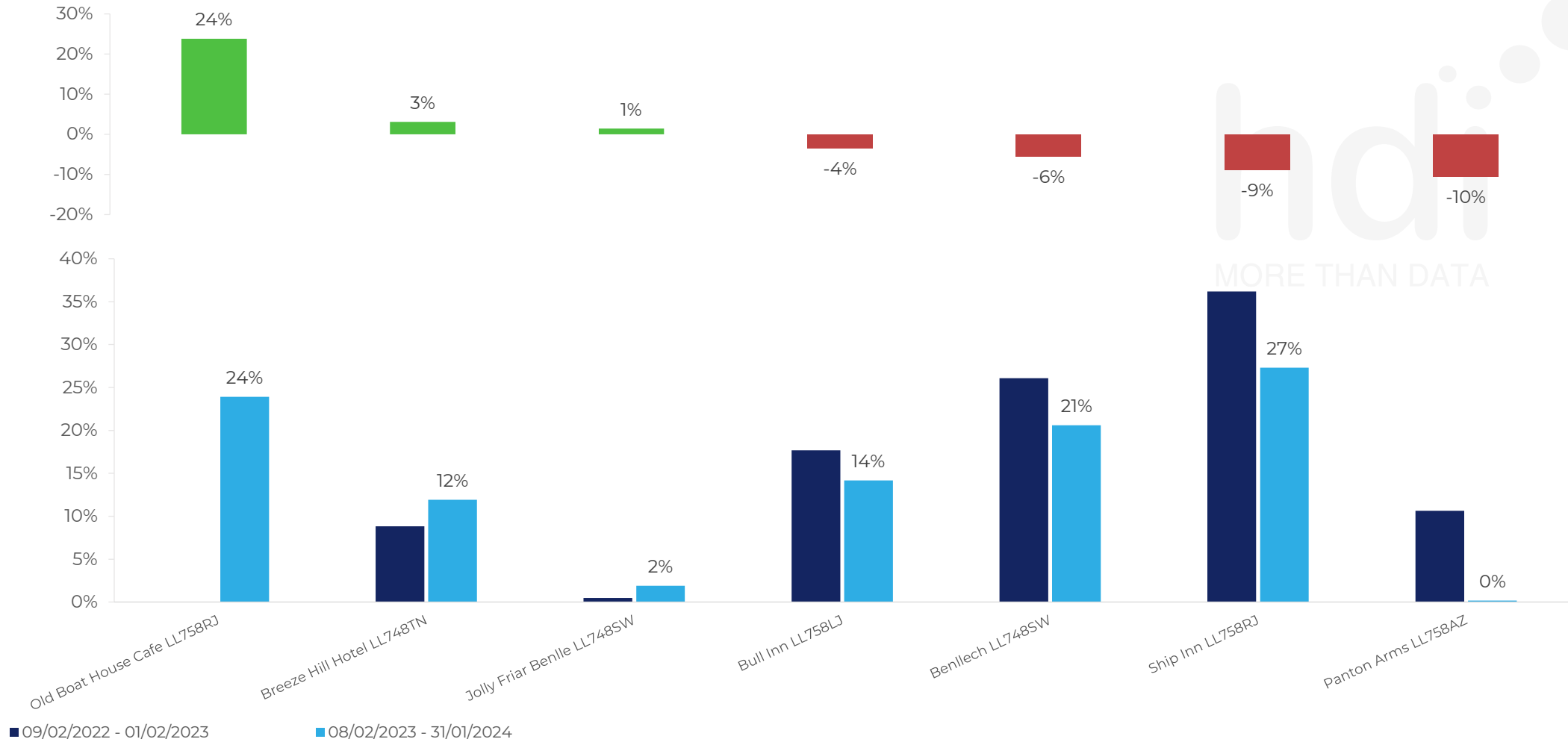




Market Share Change

How has market share changed between two date ranges?

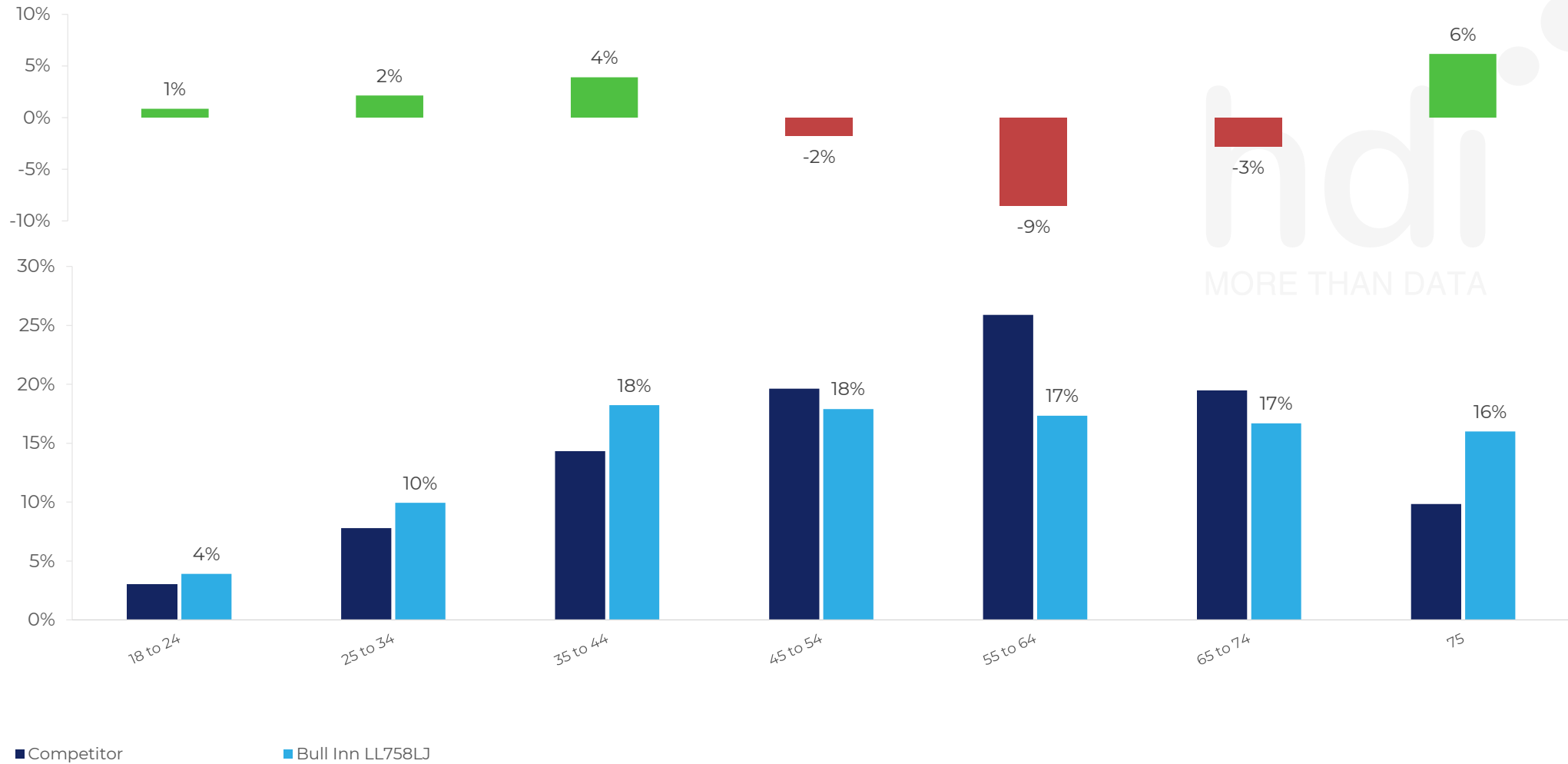
% of market share spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024



Age

How does the age profile of customers who visit Bull Inn LL758LJ compare versus its competitors?

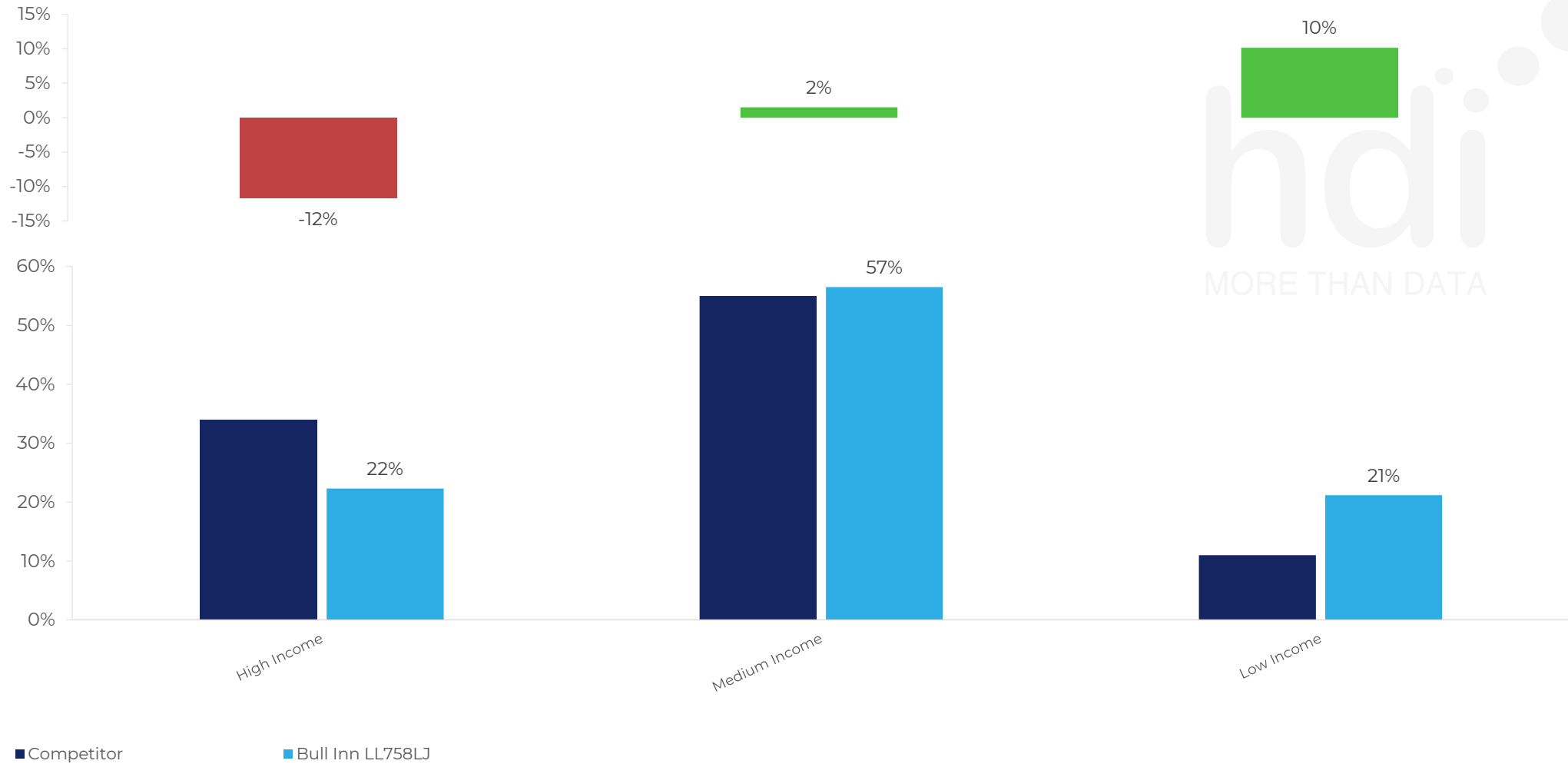
% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Age Range



Affluence

How does the affluence of customers who visit Bull Inn LL758LJ compare versus its competitors?

% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Affluence

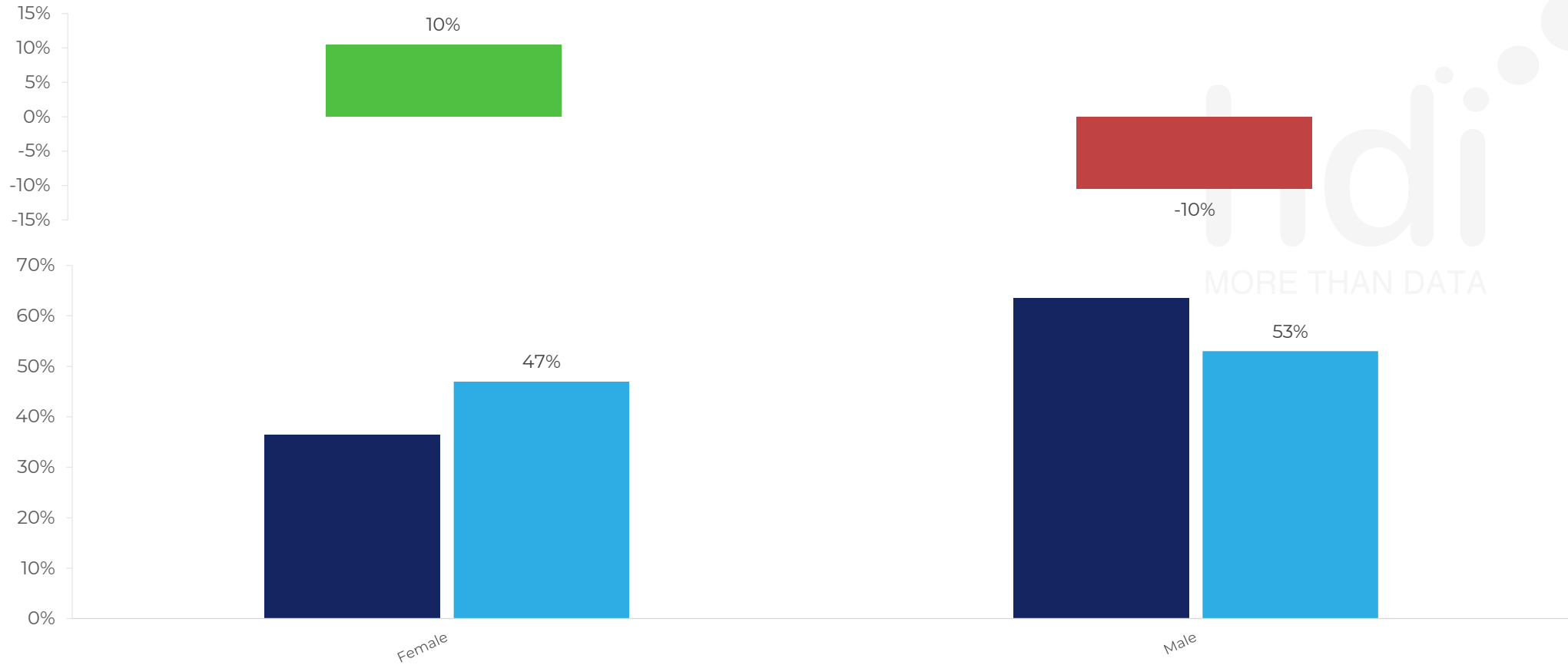




### Gender

How does the gender profile of customers who visit Bull Inn LL758LJ compare versus its competitors?

% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Gender



■ Competitor

■ Bull Inn LL758LJ



# SEGMENT SNAPSHOTS

## 1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



## 2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



## 3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



## 4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



## 5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



## 6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



## 7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



## 8 – UPMARKET DINERS

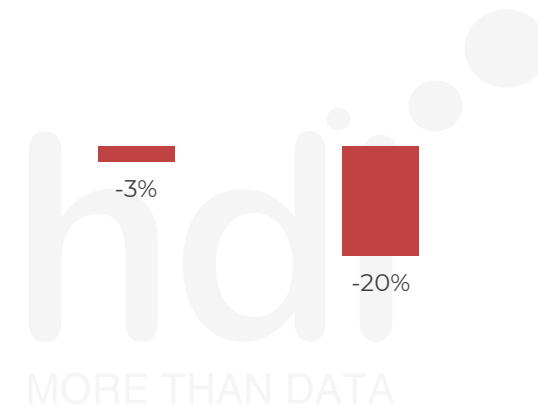
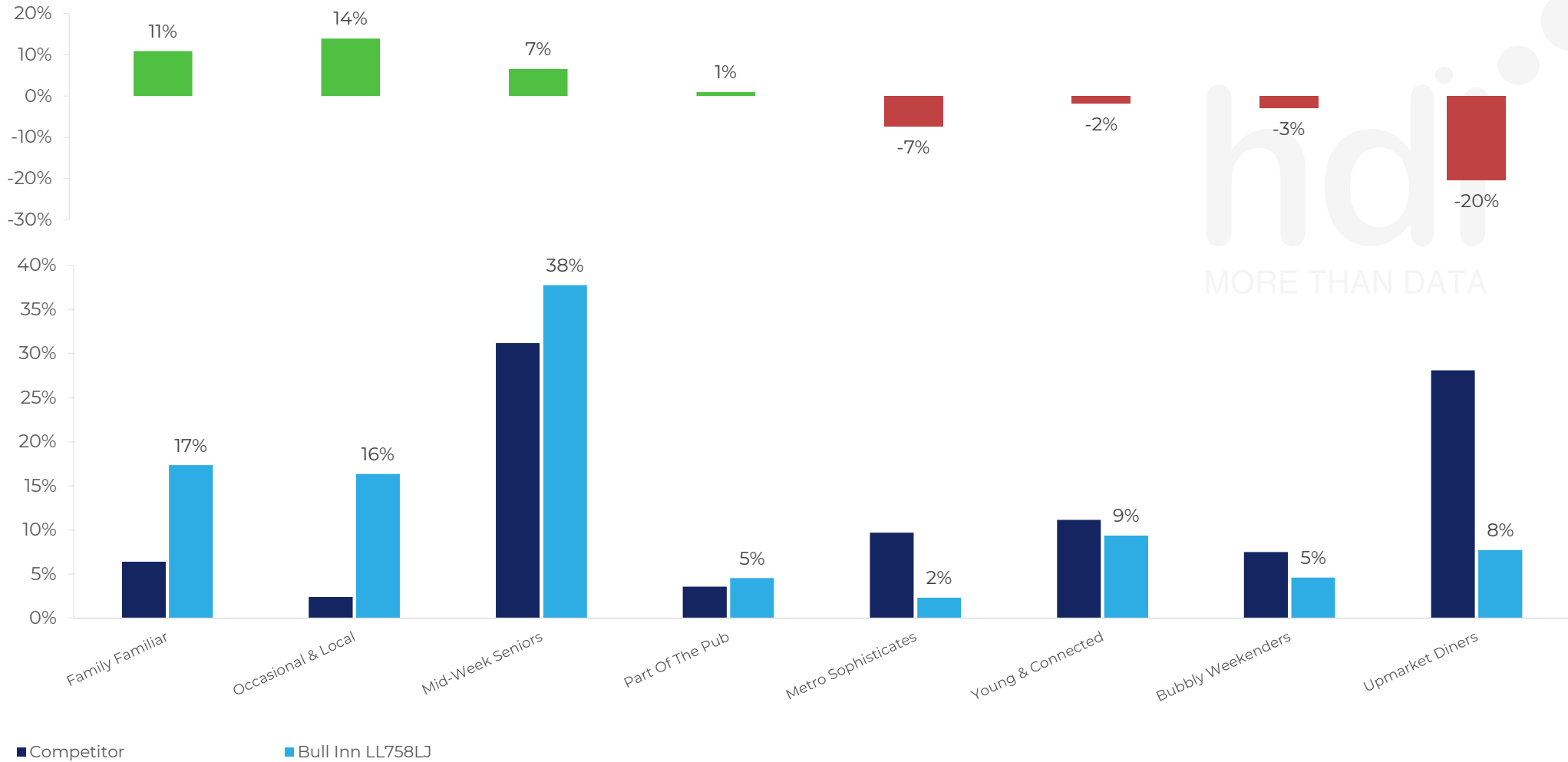
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Bull Inn LL758LJ compare versus its competitors?

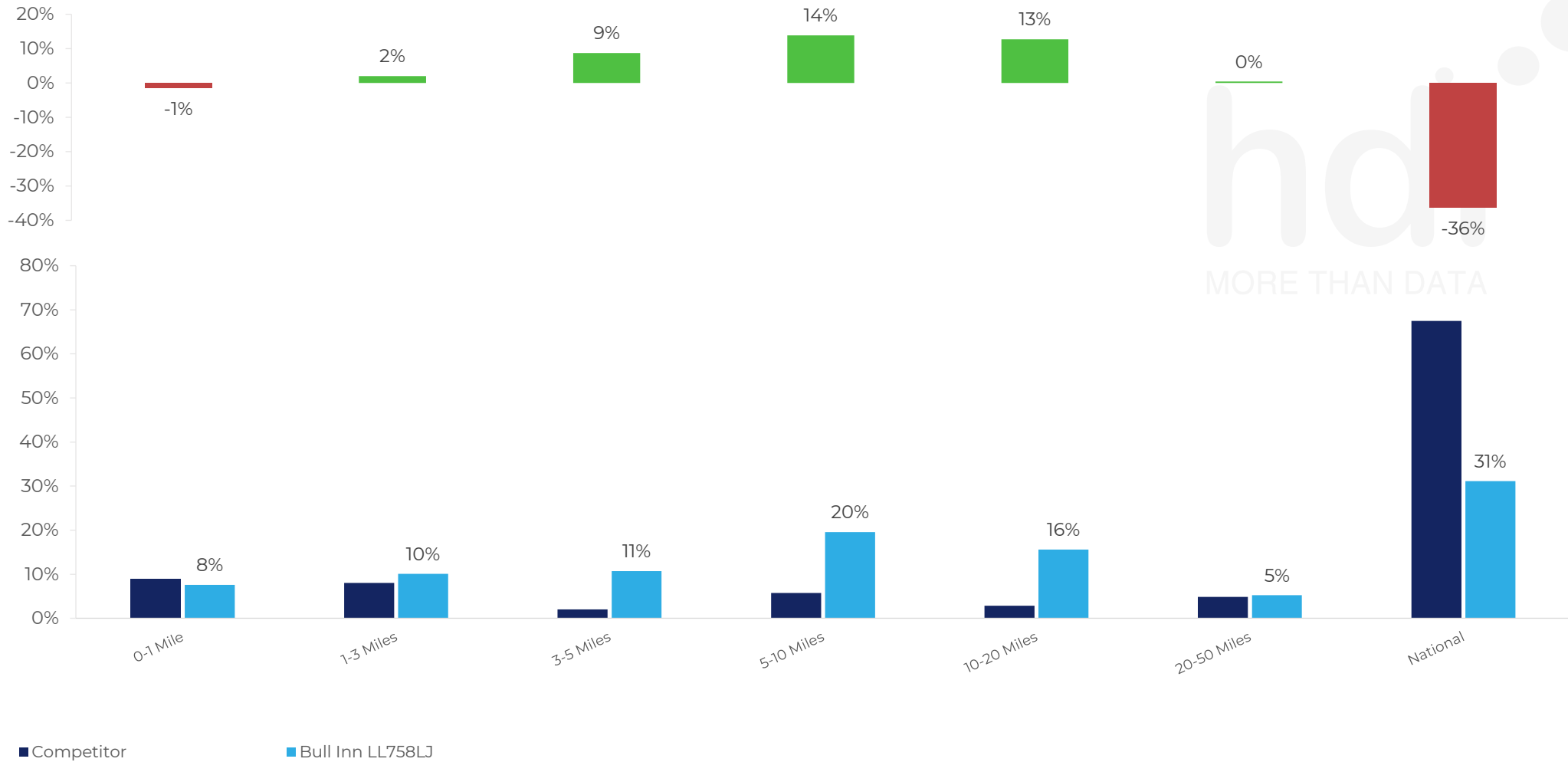
% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Segment



Spend by Distance

How does the spend profile of Bull Inn LL758LJ compare versus its competitors based on travel distances?

% of spend for Bull Inn LL758LJ and 97 Chains in 3 Miles from 08/02/2023 - 31/01/2024 split by Distance travelled

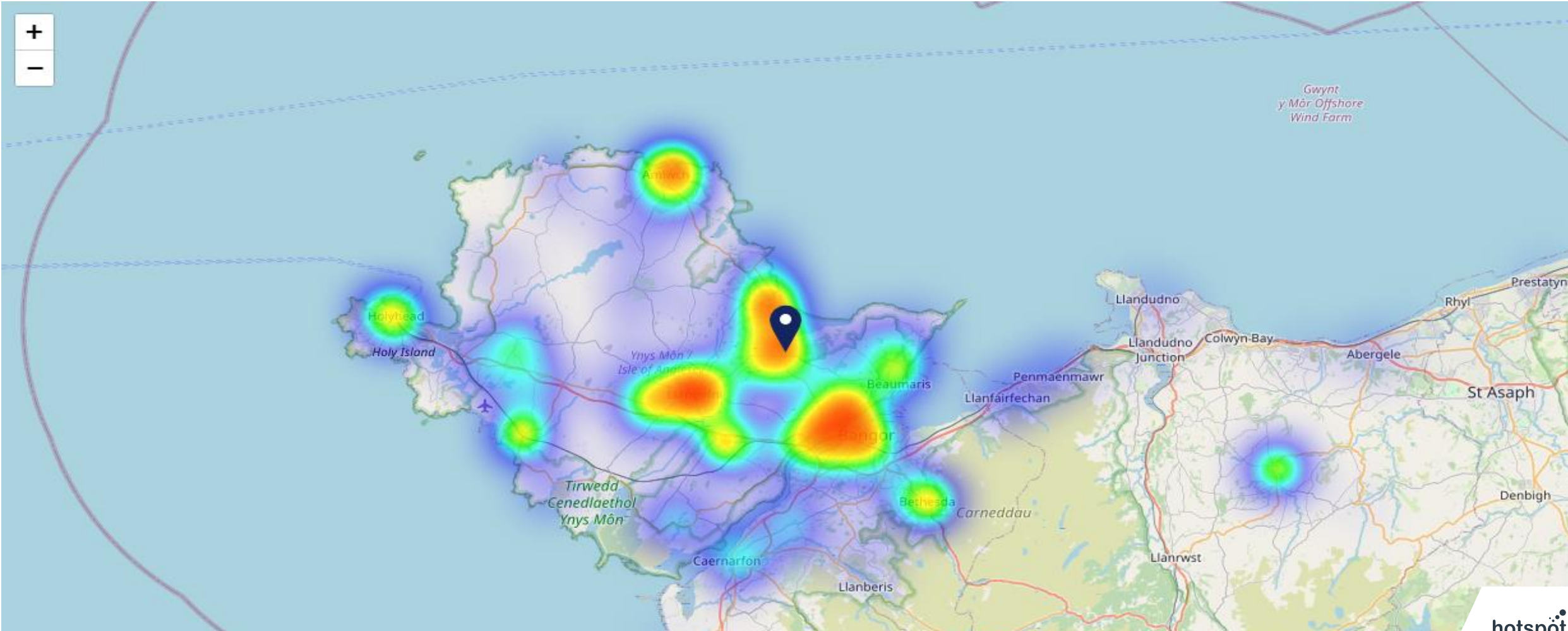




### Map of Guest Origin

Where do customers of Bull Inn LL758LJ come from?

Where do customers of Bull Inn LL758LJ for 08/02/2023 - 31/01/2024 live

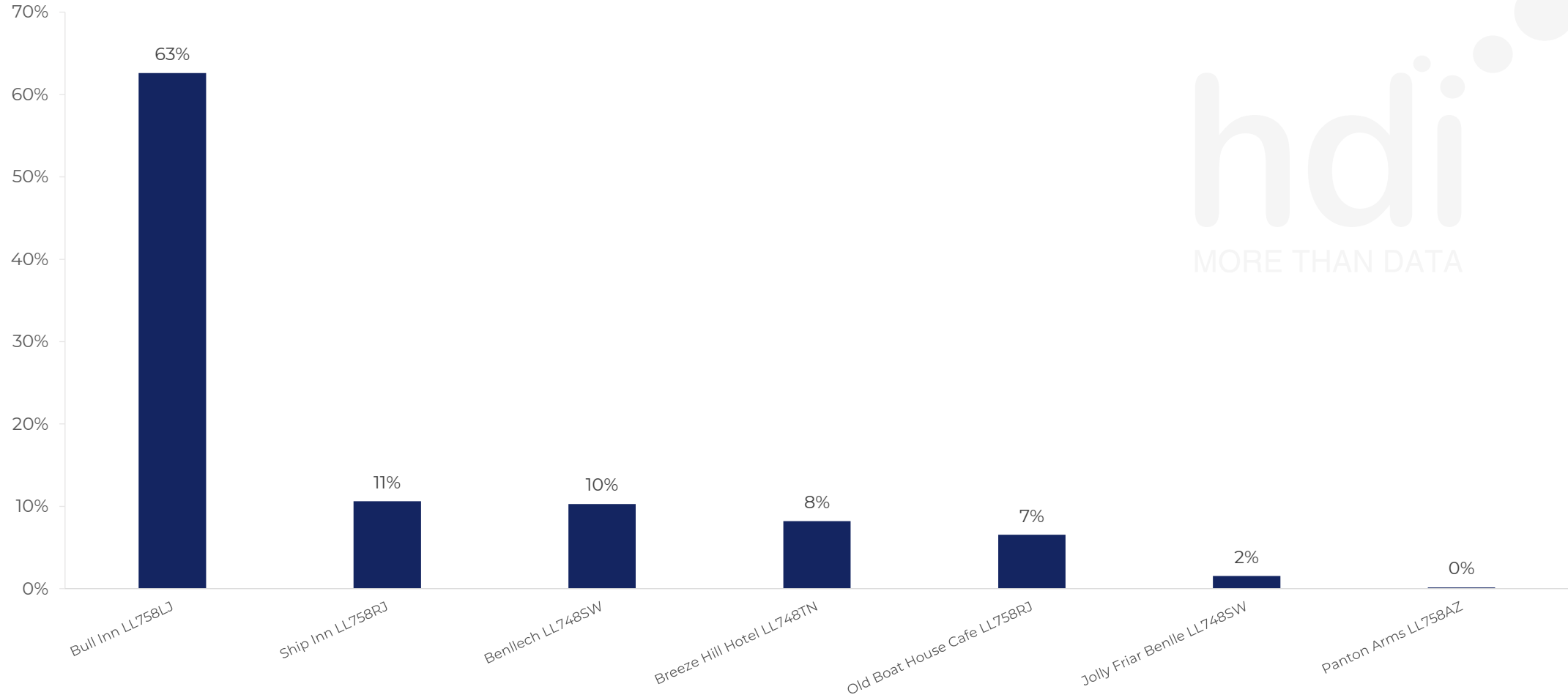




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Bull Inn LL758LJ also visit?

For customers of Bull Inn LL758LJ, who are the top 20 competitors from 97 Chains in 3 Miles for 08/02/2023 - 31/01/2024 split by Venue

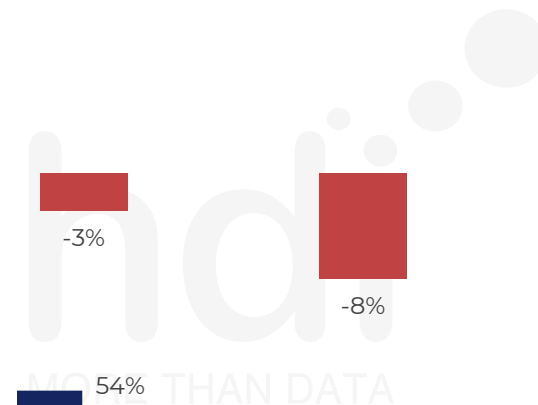
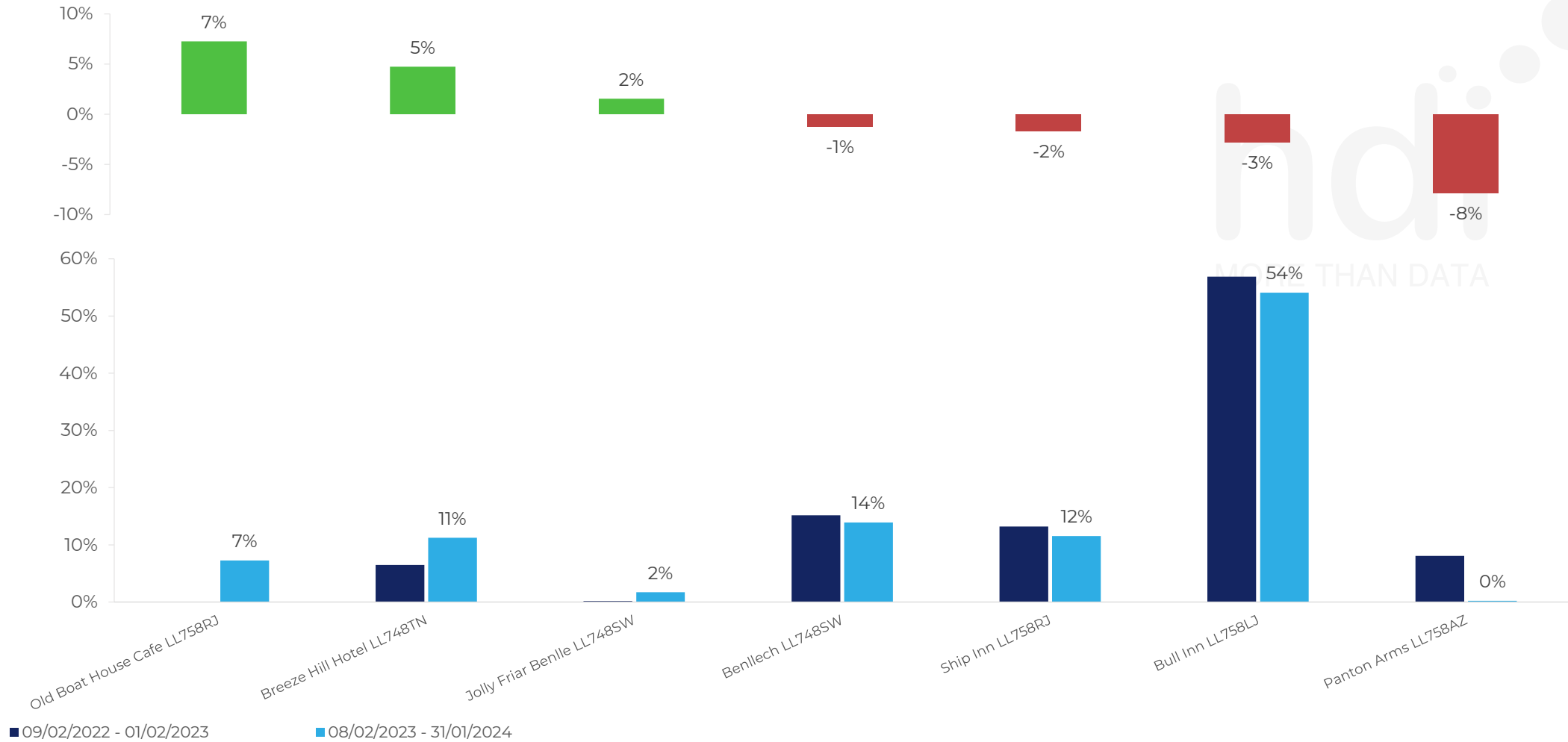


hdi  
MORE THAN DATA



Share of Wallet Change

How has share of wallet of customers of Bull Inn LL758LJ changed between two date ranges?





## Market Summary

How does the local area for Bull Inn LL758LJ compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£1.05M	5	£1.05M	3	£1.14M	2	£1.195M	2
Weekpart	Mon - Thu	32.9%	2	32.9%	1	33.0%	1	41.8%	6
Weekpart	Fri - Sat	25.1%	1	25.1%	1	26.8%	1	40.2%	3
Weekpart	Sun	41.9%	10	41.9%	10	40.2%	10	18.0%	10
Age	18 to 24	4.0%	4	4.0%	4	3.7%	2	3.4%	1
Age	25 to 34	10.1%	1	10.1%	1	10.5%	1	8.9%	1
Age	35 to 44	18.1%	2	18.1%	2	17.4%	1	15.9%	1
Age	45 to 54	18.3%	4	18.3%	3	18.5%	3	18.5%	3
Age	55 to 64	17.1%	7	17.1%	7	18.3%	8	23.2%	10
Age	65 to 74	16.6%	10	16.6%	10	16.5%	10	20.4%	10
Age	75+	15.9%	10	15.9%	10	15.2%	10	9.9%	10
CAMEO	Business Elite	2.0%	2	2.0%	2	2.5%	2	9.3%	6
CAMEO	Prosperous Professionals	8.4%	8	8.4%	8	8.8%	8	10.0%	9
CAMEO	Flourishing Society	11.8%	5	11.8%	5	12.4%	5	15.0%	7
CAMEO	Content Communities	17.2%	9	17.2%	9	17.4%	9	19.5%	10
CAMEO	White Collar Neighbourhoods	7.4%	2	7.4%	2	8.1%	2	10.7%	4
CAMEO	Enterprising Mainstream	9.7%	7	9.7%	7	9.6%	7	10.4%	7
CAMEO	Paying The Mortgage	22.4%	9	22.4%	9	21.5%	10	13.4%	5
CAMEO	Cash Conscious Communities	6.9%	4	6.9%	4	6.5%	3	4.3%	1
CAMEO	On A Budget	8.4%	7	8.4%	7	7.9%	7	3.9%	2
CAMEO	Family Value	5.6%	8	5.6%	8	5.3%	7	3.7%	6
Affluence	AB	22.3%	4	22.3%	4	23.7%	4	34.2%	7
Affluence	C1C2	56.8%	9	56.8%	9	56.6%	9	54.0%	8
Affluence	DE	20.9%	6	20.9%	6	19.7%	5	11.8%	2



Site Competitors

Site Competitors

